

**Montana Children's Trust Fund**  
***DRAFT* Mission, Vision and Strategic Direction**  
**Developed by Board and Staff, November 4, 2015**

***Our Mission***

***Option #1***

Support prevention of child abuse and neglect through education, effective programs and community initiatives.

***Option # 2***

Prevent child abuse and neglect by supporting education, community initiatives and effective programs.

***Our Vision***

***Option #1***

Montana children grow up in safe, stable, nurturing environments with caregivers who have confidence in their parenting skills. Montana communities consider raising children a priority and a collective responsibility.

***Option #2***

Children grow up in safe, stable, nurturing environments with caregivers confident in their parenting skills. Raising children is a priority and a collective responsibility in every Montana community.

***Strategic Direction for Montana Children's Trust Fund in 2020***

**Strategic Grantmaking**

Fund effective prevention programs to strategically address child abuse and neglect in Montana. Measure the effectiveness of programs by monitoring measureable outcomes.

**Positive Community Norms**

Provide education and establish positive community norms statewide.

**Awareness and Resource Development**

Create awareness of the Children's Trust Fund throughout Montana. Increase resources available in support of prevention of child abuse and neglect.

**Partnerships**

Partner and collaborate with other groups with a related or overlapping mission.

### Strategic Grantmaking

Fund effective prevention programs to strategically address child abuse and neglect in Montana. Measure the effectiveness of programs by monitoring measureable outcomes.

Goal: Clear, effective and concise policies are in place and kept current

<b>2016 Objectives</b>	<b>Timeline</b>	<b>Responsible Party(ies) or Group</b>	<b>Status (e.g. started, completed, delayed)</b>
Review and revise policies		Casey, Clem and Kristina	
Approve policy revisions		Board of directors	
Develop new RFP for community based programs		Ann, JoAnne and staff	

*Proposed Goal:* Annually grant funds strategically

<b>2016 Objectives</b>	<b>Timeline</b>	<b>Responsible Party(ies) or Group</b>	<b>Status (e.g. started, completed, delayed)</b>
Renew Best Beginnings grantees			
Obtain a clear picture of child abuse and neglect in Montana			Bart Kliken (sp?) report

*Proposed Goal:* Fund best practices and programs to decrease the incidence of head trauma in young children

<b>2016 Objectives</b>	<b>Timeline</b>	<b>Responsible Party(ies) or Group</b>	<b>Status (e.g. started, completed, delayed)</b>
Develop plan for Shaken Baby Dose 1			
Develop plan for Shaken Baby Dose 2. Utilize approach with tribes	11/30/15	Leslie, Clem, Jamey and Christina	
Limited solicitation for Dose 2		Jamey	
Distribute Dose 2 funds	1/31/15		

### Positive Community Norms

Provide education and establish positive community norms statewide.

Goal: Build bridges within community

<b>2016 Objectives</b>	<b>Timeline</b>	<b>Responsible Party(ies) or Group</b>	<b>Status (e.g. started, completed, delayed)</b>
Develop PR “samples” for all grantee communities			

### Awareness and Resource Development

Create awareness of the Children’s Trust Fund throughout Montana and increase resources available in support of prevention of child abuse and neglect.

Goal: Work with a consultant to create and implement a media campaign

<b>2016 Objectives</b>	<b>Timeline</b>	<b>Responsible Party(ies) or Group</b>	<b>Status (e.g. started, completed, delayed)</b>
DPHHS releases press releases on next cycles grantees			
Utilize spokespersons from major communities to promote tax write offs			
Hire a consultant to assist with awareness strategies			

### ***Recent Accomplishments***

- Staff is knowledgeable and consistent
- Community-based funding of Best Beginnings
- Effective and cohesive board of directors
- Development of a streamlined RFP process
- Funding of great programs
- 86% of hospitals participating with the National Center for Shaken Baby Syndrome
- Increased awareness of Children Trust Fund's activities and partnerships
- Collaboration with others who support our mission
- Rebranding, new logo
- Improved grantee meetings
- Local agencies providing services on a grassroots level

<b>Next steps</b>	<b>Target Date</b>	<b>Date Completed</b>
Draft vision and mission statements	November 17, 2015	November 16, 2015
Jamey to email draft to board	November 19, 2015	
Board to send feedback	November 25, 2015	
Jamey and Anne to finalize draft	December 4, 2015	
Peggy to draft strategic direction and goals	November 17, 2015	November 16, 2015
Board approval of vision, mission and plan	2016	